

Analysis of Service Quality, Trust, and Corporate Image on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan

Jeane Seniwan Gulö, Husni Muharram Ritonga, Yana Diana

Abstract

This study aimed to analyze the effect of Service Quality, Trust, and Corporate Image on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan. The study employed a quantitative approach with an associative method, which was designed to determine the relationship between independent and dependent variables. The population of this study consisted of an average of 42,000 customers per month, with 100 respondents selected as samples using the Slovin formula and the accidental sampling technique. Primary data were obtained through questionnaires distributed to customers, while the data were analyzed using SPSS version 24 through multiple linear regression analysis. The results showed that, partially, Service Quality, Trust, and Corporate Image had a positive and significant effect on Customer Satisfaction. Simultaneously, these three independent variables also had a positive and significant effect on the dependent variable, indicating that improvements in service quality, trust, and corporate image could increase the level of customer satisfaction. Among the three variables, Service Quality was the most dominant factor influencing customer satisfaction, as it encompasses direct aspects experienced during the purchasing and service process. The value of the determination coefficient (adjusted R^2) of 0.915 indicated that 93.5% of the variation in customer satisfaction could be explained by the three independent variables, while the remaining 6.5% was explained by other factors not included in this research model. Furthermore, the strength of the relationship between the independent and dependent variables was classified as very strong, with a correlation coefficient (R) value of 0.968. These findings confirmed that the success of Brastagi Supermarket in maintaining its customers largely depended on the company's ability to deliver consistent service quality, build sustainable trust, and strengthen a positive corporate image in the eyes of consumers.

Kata kunci: Service Quality, Trust, Corporate Image, Customer Satisfaction.

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Introduction

Customer satisfaction holds a vital role in sustaining and fostering the growth of retail companies, particularly supermarkets [1]. A high level of customer satisfaction reflects the company's ability to meet consumer expectations regarding product quality, service, and the overall shopping experience [2]. Satisfied customers tend to demonstrate greater loyalty, make repeat purchases, and provide positive recommendations to others, which ultimately increases sales and strengthens long-term relationships between the company and its consumers [3]. In an increasingly competitive retail environment, customer satisfaction serves as a key indicator of competitive advantage that distinguishes one company from another [4]. Supermarkets that consistently maintain customer satisfaction will achieve a positive public image and strengthen their market position [1][4].

According to Lupiyoadi, customer satisfaction represents a response resulting from an evaluation of the difference between pre-purchase expectations and the actual product performance after consumption [5]. Several factors influence customer satisfaction, including product quality, service quality, corporate image, level of trust, price conformity, and additional cost efficiency [5]. Previous studies have shown that service quality, trust, and corporate image simultaneously have a positive and significant effect on customer satisfaction [2][5][7]. These findings emphasize that a company's success in maintaining service quality, building trust, and preserving a positive image directly impacts consumer satisfaction [5].

Brastagi Supermarket Gatot Subroto Medan is one of the modern shopping centers in Medan, located at Jalan Jendral Gatot Subroto No. 288, Petisah District [8]. The supermarket is known for its motto, "Brastagi Bicara Quality," which highlights its focus on fresh and hygienic products, both local and imported. Supporting facilities such as a children's play area, food court, and Grand Pizza restaurant enhance visitor comfort [9]. Spacious parking areas and friendly service add further value for customers [10]. With a clean environment and efficient cashier service, Brastagi Supermarket strives to provide a comfortable shopping experience [9]. Moreover, its involvement in price monitoring and halal labeling demonstrates compliance with regulations and social responsibility toward the community [8][10].

However, the company faces several challenges in maintaining customer satisfaction. Some customers have reported discrepancies between expectations and product conditions, particularly regarding imported fruits and frozen foods that are not always fresh. Complaints have also been raised about products nearing expiration without clear notification. In terms of service, several customers noted that staff were less responsive in providing product information, especially during peak hours. Other issues, such as long queues and disorganized shopping areas on weekends, also affect comfort levels. Sales data from 2022–2025 indicate a downward trend, with 2024 sales lower than those in 2023. The most significant decline occurred in August 2024, amounting to IDR 34.54 billion, which was lower than the previous year. This phenomenon suggests challenges in maintaining consistent service and product quality, ultimately impacting overall customer satisfaction.

The decline in sales at Brastagi Supermarket Gatot Subroto Medan is presumed to be closely related to decreasing customer satisfaction levels. Dissatisfaction may arise from various factors, such as inconsistent product quality, unresponsive service, unstable product availability, and price changes not accompanied by an increase in perceived value. When the shopping experience does not meet expectations, customers tend to switch to competitors offering better services and products. Based on a preliminary survey of 20 respondents, only 50% stated that purchased products met their expectations, and merely 55% believed that the products were consistently of good quality. Meanwhile, only 40% of respondents expressed satisfaction with staff service and the overall shopping atmosphere. These findings indicate that

a portion of customers have not yet experienced a satisfying shopping experience in terms of product quality, service, or pricing.

Service Quality plays a crucial role in determining customer satisfaction in modern retail industries such as Brastagi Supermarket. Based on the physical evidence indicator, customers have complained about the cleanliness of shopping trolleys, wet floors in the vegetable and meat sections, and disorganized shelves during peak hours. In terms of reliability, discrepancies were found between promotional prices displayed and those recorded at the cashier, as well as delays in restocking popular products. Regarding responsiveness, some customers perceived that staff were not quick enough to assist, especially during busy periods. The assurance dimension was also not fully met, as not all staff possessed adequate product knowledge particularly concerning organic and imported items. Moreover, in terms of empathy, services for elderly customers and pregnant women were considered suboptimal, especially in providing assistance with carrying goods or offering priority queues. Preliminary survey results reinforced these findings, showing that only 45–60% of customers agreed with statements related to service quality, indicating weaknesses in responsiveness and service consistency.

Customer trust serves as a key factor influencing long-term relationships between consumers and the company. Regarding the honesty indicator, customers identified discrepancies between shelf prices and actual payment amounts, creating a perception of limited transparency. From the reliability aspect, inconsistency in the availability of fresh and imported products diminished customer confidence in the company's ability to deliver on its service promises. In terms of competence, staff were perceived as lacking sufficient product knowledge, indicating a need for improved training. Additionally, customers expected stronger alignment between Brastagi's modern retail image and its actual operational practices, which remain inconsistent. Transaction security and data protection also emerged as concerns, particularly among members using loyalty cards or mobile applications. The preliminary survey revealed that only 40–55% of customers expressed trust in price information, service reliability, and transaction security, reflecting an overall weakness in customer trust toward the company.

Corporate image also influences customers' perceptions of service quality and brand credibility. Although Brastagi Supermarket is recognized as a premium retail outlet, some customers perceived that its image does not fully correspond with the actual shopping experience. Complaints included long cashier queues, disorganized product displays, and inconsistencies between promotional offers and final prices. From a credibility standpoint, frequent discrepancies between shelf and cashier prices led to distrust toward the provided information. Furthermore, although Brastagi maintains a strong visual identity, its shopping experience was perceived as similar to other retail outlets, blurring its distinctive brand image. The preliminary survey indicated that only 40–75% of customers agreed with statements regarding reputation, credibility, and the company's concern for its customers, suggesting that the company's image does not yet fully reflect the expected level of service quality.

Previous studies have reported inconsistent findings regarding the influence of service quality, trust, and corporate image on customer satisfaction. Service quality was found to have a significant effect, while corporate image did not significantly affect customer satisfaction [11]. Trust was also found to have no partial influence on Gopay customer satisfaction [6]. Conversely, both service quality and trust significantly influenced Indomaret Fresh customer satisfaction [1]. Another study concluded that all three variables simultaneously had a significant effect on BCA Express customer satisfaction [2]. These differing findings suggest that the relationships among variables may vary depending on industry context and consumer characteristics. Therefore, this study aims to specifically examine how service quality, trust, and corporate image affect customer satisfaction at Brastagi Supermarket Gatot Subroto Medan.

Research Methodology

This study employed an associative method with a quantitative approach, aiming to examine and analyze the relationship and influence between independent and dependent variables through numerical data processing obtained from questionnaire distribution [12]. The research was conducted at Brastagi Supermarket Gatot Subroto Medan, located at Jalan Gatot Subroto No. 288, Medan City, North Sumatra.

The population of this study consisted of the average monthly number of customers at Brastagi Supermarket Gatot Subroto Medan, totaling approximately 42,000 individuals. A sample of 100 respondents was determined using the Slovin formula [13]. The sampling technique applied was accidental sampling, which is a non-probability method based on coincidence, where any individual who happens to meet the researcher and meets the research criteria may be selected as a respondent [14].

$$n = \frac{N}{1 + N e^2} = \frac{42000}{1 + 42000 (0.1^2)} = \frac{42000}{1 + 42000 (0.01)} = \frac{42000}{421} = 99,76 = 100 \text{ (rounded)}$$

The data were collected through a questionnaire distributed to respondents. The collected data were then analyzed using SPSS version 24.0 with the multiple linear regression method [15]. The data analysis process included several stages: data quality tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing, which comprised the partial test (t-test), simultaneous test (F-test), and the coefficient of determination test (R^2) [16].

Table 1. Variabel Penelitian

Variable	Definition	Indicators	Scala
Service Quality (X ₁)	The concept of intangible activities or actions that do not result in ownership but provide added value to service recipients [17].	Service Quality (X ₁): Indicators include Tangible Evidence, Reliability, Responsiveness, Assurance, and Empathy [17].	Likert
Trust (X ₂)	The consumer's willingness to rely on a product or company due to strong confidence in its integrity and credibility [18].	Corporate Honesty, Corporate Reliability, Service Competence, Corporate Integrity, and Consumer Security [18].	Likert
Corporate Image (X ₃)	The cognitive perception formed in consumers' memory that functions as a filter in interpreting company activities [19].	Corporate Reputation, Credibility, Brand Uniqueness, Service Consistency, and Customer Concern [19].	Likert
Customer Satisfaction (Y)	A response to a perceptual evaluation of the difference between pre-purchase expectations (or other performance standards) and the perceived actual performance of a product after use or consumption [5].	Expectation Fulfillment, Product/Service Quality, Customer Service, Fair Pricing, and Overall Experience [5].	Likert

Results

4.1 Analysis of Respondents' Answers on Service Quality (X₁)

The results of the respondent distribution for the Service Quality (X₁) variable indicate that all indicators fall under the "Good" category. The Tangible Evidence indicator scored averages of 3.91 and 4.00, reflecting well-organized and clean facilities, along with polite and professional employee appearance. The Reliability indicator, with scores of 3.89 and 3.88, shows consistent, timely, and dependable services. The Responsiveness indicator obtained averages of 3.99 and 3.93, demonstrating that employees are alert and responsive to customer needs. The Assurance indicator, with averages of 3.94 and 3.99, reflects customer trust and a

sense of security regarding professionalism and data protection. Lastly, the Empathy indicator, with scores of 4.03 and 3.92, shows attentiveness and care from employees, making customers feel appreciated and comfortable while shopping.

4.2 Analysis of Respondents' Answers on Trust (X₂)

The results for the Trust (X₂) variable indicate that all indicators are within the “Good” category. The Corporate Honesty indicator achieved averages of 4.03 and 3.77, illustrating transparent product and promotion information consistent with actual conditions. The Corporate Reliability indicator scored 3.74 and 3.87, indicating fairly dependable service consistency. The Service Competence indicator scored 3.77 and 4.03, suggesting that employees demonstrate professional capability in serving customers. The Corporate Integrity indicator scored 3.99 and 3.86, reflecting strong business ethics and consistency in maintaining customer trust. Meanwhile, the Consumer Security indicator, with averages of 3.90 and 3.91, shows that customers feel safe shopping and conducting transactions due to the company’s professional and secure systems.

4.3 Analysis of Respondents' Answers on Corporate Image (X₃)

The results for the Corporate Image (X₃) variable show that all indicators fall within the “Good” category. The Corporate Reputation indicator averaged 3.97 and 3.81, indicating that Brastagi Supermarket is well-regarded and trusted by the public. The Credibility indicator, with averages of 3.82 and 3.80, suggests that customers view the company as honest and consistent in maintaining trust. The Brand Uniqueness indicator, with scores of 4.00 and 4.03, highlights distinctive characteristics and ambiance that differentiate Brastagi from competitors. The Service Consistency indicator averaged 3.93 and 3.90, reflecting a uniform shopping experience across visits. Finally, the Customer Concern indicator, with averages of 4.06 and 4.01, demonstrates that customers appreciate the company’s attentiveness and responsiveness to their needs and comfort.

4.4 Analysis of Respondents' Answers on Customer Satisfaction (Y)

The results for the Customer Satisfaction (Y) variable also fall under the “Good” category. The Expectation Fulfillment indicator scored 3.94 and 3.89, indicating that services and products meet customer expectations. The Product/Service Quality indicator averaged 3.92 and 3.95, reflecting high and consistent product standards. The Customer Service indicator, scoring 3.90 on both items, shows satisfaction with staff friendliness and responsiveness. The Fair Pricing indicator averaged 3.99 and 3.91, suggesting that customers perceive prices as fair and proportional to product quality. Lastly, the Overall Experience indicator scored 3.95, reflecting that customers are generally satisfied and enjoy their shopping experience at Brastagi Supermarket.

4.5 Data Quality Test (Validity and Reliability)

Table 2. Results of Validity and Reliability Tests

Service Quality (X ₁)		Trust (X ₂)		Corporate Image (X ₃)		Customer Satisfaction (Y)		r _{kritis}	Conclusion
Simbol	r _{hitung}	Simbol	r _{hitung}	Simbol	r _{hitung}	Simbol	r _{hitung}		
X _{1,1}	0,714	X _{2,1}	0,720	X _{3,1}	0,737	Y ₁	0,675	0,3	Valid
X _{1,2}	0,712	X _{2,2}	0,560	X _{3,2}	0,716	Y ₂	0,589	0,3	Valid
X _{1,3}	0,722	X _{2,3}	0,629	X _{3,3}	0,704	Y ₃	0,603	0,3	Valid
X _{1,4}	0,728	X _{2,4}	0,764	X _{3,4}	0,767	Y ₄	0,608	0,3	Valid
X _{1,5}	0,677	X _{2,5}	0,754	X _{3,5}	0,691	Y ₅	0,685	0,3	Valid
X _{1,6}	0,763	X _{2,6}	0,723	X _{3,6}	0,813	Y ₆	0,627	0,3	Valid
X _{1,7}	0,676	X _{2,7}	0,870	X _{3,7}	0,733	Y ₇	0,720	0,3	Valid
X _{1,8}	0,744	X _{2,8}	0,632	X _{3,8}	0,651	Y ₈	0,743	0,3	Valid
X _{1,9}	0,643	X _{2,9}	0,678	X _{3,9}	0,664	Y ₉	0,662	0,3	Valid

Service Quality (X ₁)		Trust (X ₂)		Corporate Image (X ₃)		Customer Satisfaction (Y)		r _{kritis}	Conclusion
Simbol	r _{hitung}	Simbol	r _{hitung}	Simbol	r _{hitung}	Simbol	r _{hitung}		
X _{1,10}	0,769	X _{2,10}	0,811	X _{3,10}	0,701	Y ₁₀	0,771	0,3	Valid
Cronbach's Alpha		Cronbach's Alpha		Cronbach's Alpha		Cronbach's Alpha		Conclusion	
0,926		0,924		0,927		0,907		Reliable / Consistent	

The results of the validity test indicate that each questionnaire item for every variable has an $r_{\text{calculated}}$ value greater than r_{critical} (0.3), leading to the conclusion that the research instrument and the data obtained are valid [20]. Furthermore, the Cronbach's Alpha values for all variables were greater than 0.7, indicating that the data are reliable or consistent [21].

4.6 Classical Assumption Test (Normality, Multicollinearity, and Heteroscedasticity)

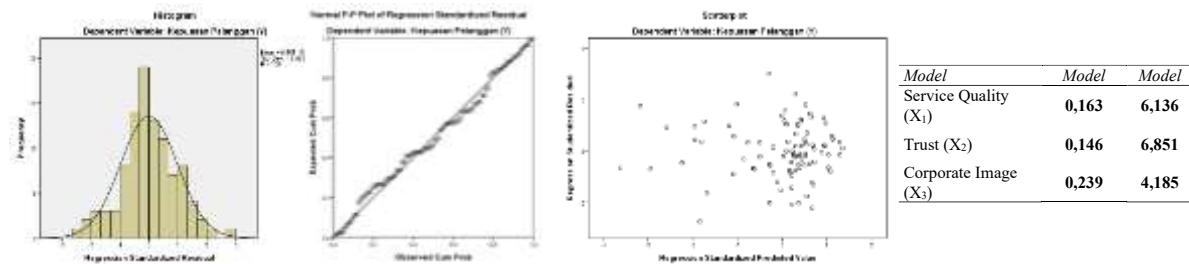


Figure 1. Grafik Histogram, P-P Plot, and Scatterplot

The results of the normality test based on the histogram graph show that the data distribution forms a convex pattern in the middle resembling a bell curve, with the peak centered at zero. The symmetrical shape neither skewed to the left nor right indicates that the residual data are normally distributed [22]. This visual evidence confirms that the dataset satisfies the normality assumption [21].

Further normality testing using the P-P Plot shows that the 100 data points for the dependent variable Customer Satisfaction (Y) are distributed around the diagonal line, with most points touching it. This pattern demonstrates that the data consistently follow the diagonal line, confirming that the data are normally distributed and meet the fundamental assumption of multiple linear regression [20].

Based on the heteroscedasticity test using the scatterplot graph, the 100 data points are spread randomly above and below the zero line without forming any specific pattern. The points are not concentrated on one side and do not exhibit wavy or narrowing patterns. This random dispersion indicates that the regression model is homoscedastic, meaning it is free from heteroscedasticity symptoms [12][16].

The multicollinearity test results show that all independent variables have tolerance values greater than 0.10 and VIF values less than 10, implying the absence of multicollinearity among the independent variables. This means there is no significant correlation or redundancy among the predictors in the regression model [13].

Table 3. Multiple Linear Regression Analysis and t-Test (Partial)

Model		Coefficients ^a		t _{hitung}	t _{Table}	Sig.	Rule of Sig.	Effect
		Unstandardized Coefficients	Standardized Coefficients					
		B	Std. Error	Beta				
1	(Constant)	1,142	1,037		1,102	0,273		
	Service Quality (X ₁)	0,379	0,061	0,393	6,187	0,000	Sig < 0,05	Positive and Significant

Trust (X ₂)	0,352	0,064	0,367	5,465	1,985	0,000	Sig < 0,05	Positive and Significant
Corporate Image (X ₃)	0,242	0,051	0,251	4,792	1,985	0,000	Sig < 0,05	Positive and Significant

a. *Dependent Variable: Customer Satisfaction (Y)*

Based on the results of the multiple linear regression test, the following equation is obtained: $Y = 1.142 + 0.379X_1 + 0.352X_2 + 0.242X_3 + e$.

The constant value of 1.142 indicates that if the independent variables—Service Quality (X₁), Trust (X₂), and Corporate Image (X₃)—are assumed to be zero, Customer Satisfaction (Y) will still have a value of 1.142, derived from other factors outside the research model [20].

The Service Quality (X₁) variable has a regression coefficient of 0.379, meaning that a one-unit increase in Service Quality will increase Customer Satisfaction by 0.379 units [21]. This implies that the better the Service Quality provided, the higher the Customer Satisfaction experienced [23].

Meanwhile, the Trust (X₂) variable has a regression coefficient of 0.352. This means that a one-unit increase in customer Trust toward the company increases Customer Satisfaction by 0.352 units [22]. Customer Trust plays a crucial role, as it determines loyalty and positive perceptions toward the company [24].

The Corporate Image (X₃) variable has a regression coefficient of 0.242, which also positively affects Customer Satisfaction [14]. Overall, the most dominant variable influencing Customer Satisfaction is Service Quality, as it has the highest coefficient and Standardized Coefficients Beta values of 0.379 and 0.393, respectively [20][21][22].

The t-table value in the regression model was calculated using the formula for degrees of freedom (df) = N – k, namely 100 – 4 = 96. Based on the Excel formula =TINV(0.05;96), the t-table value obtained is 1.985 [21].

The t-test results for Service Quality (X₁) show a t-count of 6.187, which is greater than the t-table value of 1.985, with a significance level of 0.000 < 0.05. Thus, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H₀) is rejected, indicating that Service Quality significantly affects Customer Satisfaction [25].

Furthermore, the t-test results for Trust (X₂) show a t-count of 5.465 and a significance level of 0.000 < 0.05. This condition also satisfies the criterion of t-count > t-table, confirming that Trust significantly affects Customer Satisfaction [26].

Meanwhile, the Corporate Image (X₃) variable has a t-count of 4.792 with a significance value of 0.000 < 0.05. This result demonstrates that Corporate Image has a positive and significant effect on Customer Satisfaction partially, indicating that all three independent variables contribute meaningfully to increasing Customer Satisfaction [27][2][6][7].

Table 4. Hasil Uji F (Simultan) dan Uji Determinasi

Model	df	F _{hitung}	ANOVA ^a			Conclusion	Model Summary ^b	
			F _{tabel}	Sig	Rule of Sig.		R	Adjusted R Square
1 Regression	3							
Residual	96	475,695	2,699	0,000^b	< 0,05	Significant	0,968a	0,935
Total	99							

a. *Dependent Variable: Customer Satisfaction (Y)*

b. *Predictors: (Constant), Service Quality (X₁), Trust (X₂), Corporate Image (X₃)*

The F-table value for the regression model was obtained using the degrees of freedom df1 = 3 and df2 = 96, resulting in a value of 2.699 [22]. Based on the results of the simultaneous F-test, the F-count value is 475.695 with a significance level of 0.000 < 0.05. Since F-count is

much greater than F-table, the alternative hypothesis is accepted, indicating that Service Quality, Trust, and Corporate Image simultaneously have a significant effect on Customer Satisfaction [2][6][7].

The coefficient of determination test shows an Adjusted R Square value of 0.935, meaning that 93.5% of the variation in Customer Satisfaction is explained by the three variables, while the remaining 6.5% is influenced by other factors outside the model, such as product quality or price [21]. The correlation coefficient (R) of 0.968 indicates a very strong relationship between Service Quality, Trust, and Corporate Image on Customer Satisfaction, suggesting that the regression model is highly robust [22].

Discussion

5.1 The Effect of Service Quality (X₁) on Customer Satisfaction (Y)

The results indicate that Service Quality has a positive and significant effect on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan. Based on the multiple linear regression results, the regression coefficient value is 0.379, and the t-count value of 6.187 exceeds the t-table value of 1.985, with a significance level of $0.000 < 0.05$. These findings confirm that an increase in Service Quality is followed by an increase in Customer Satisfaction [11]. Thus, the hypothesis stating that Service Quality significantly affects Customer Satisfaction is proven.

This finding aligns with Lupiyoadi's assertion that Service Quality is one of the primary factors influencing consumer satisfaction with a product or service [5]. The result is also consistent with previous studies that found a positive and significant relationship between Service Quality and Customer Satisfaction [11][23][25]. Based on the survey results, all indicators of Service Quality fall within the "good" category, with average scores ranging from 3.88 to 4.03.

The five indicators of Service Quality: tangibles, reliability, responsiveness, assurance, and empathy form a comprehensive shopping experience. Clean and well-organized tangibles provide visual comfort; reliability reflects service accuracy; responsiveness indicates employee alertness; assurance fosters a sense of security; and empathy conveys personal attention toward customers [28].

The combination of all these indicators creates a positive and recurring interaction between customers and the supermarket, resulting in a more satisfying shopping experience. This reinforces the perception that Brastagi Supermarket Gatot Subroto Medan consistently provides professional services that meet customer expectations.

5.2 The Effect of Trust (X₂) on Customer Satisfaction (Y)

The study results indicate that Trust has a positive and significant effect on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan. Based on the results of the multiple linear regression analysis, the regression coefficient value for Trust is 0.352, with a t-count of 5.465, greater than the t-table value of 1.985, and a significance level of $0.000 < 0.05$. These findings demonstrate that the higher the level of customer Trust, the higher the perceived satisfaction [1]. Thus, the Trust variable is proven to make a significant contribution to shaping Customer Satisfaction [24].

This finding supports the opinion of Lupiyoadi, who stated that Trust is a key factor influencing consumer satisfaction toward both products and services [5]. The result is also consistent with previous studies showing a positive and significant relationship between Trust and Customer Satisfaction [1][24][26]. Survey data reveal that all Trust indicators fall within the "good" category, encompassing the dimensions of honesty, reliability, competence, integrity, and security.

Corporate honesty is reflected in the accurate disclosure of prices, quality, and promotions, enabling customers to feel confident about transparent communication [29]. Reliability is demonstrated by the supermarket's ability to fulfill service promises through product availability and minimal transactional errors [1]. Employee competence is evident in professionalism and the ability to provide prompt and accurate assistance [24]. Integrity is represented through consistent policies and ethical service behavior, while security is established through reliable payment systems and strict product quality control [30].

The integration of honesty, reliability, competence, integrity, and security fosters a consistent and trustworthy shopping experience [26]. Each dimension reinforces customers' positive perceptions of the company's performance, enhances confidence, and creates an enjoyable, risk-free purchasing experience [24].

5.3 The Effect of Corporate Image (X₃) on Customer Satisfaction (Y)

The findings show that Corporate Image has a positive and significant effect on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan. Based on the multiple linear regression analysis, the regression coefficient for Corporate Image is 0.242, indicating that the better the Corporate Image, the higher the level of Customer Satisfaction. The t-test results show a t-count of 4.792, greater than the t-table value of 1.985, with a significance level of $0.000 < 0.05$, which means that Corporate Image has a partially significant influence on Customer Satisfaction [28].

These results align with the opinion of Lupiyoadi, who emphasized that Corporate Image is one of the primary factors affecting consumer satisfaction with products and services [5]. This study is also consistent with findings by Nurfazilah et al. (2025), Kusumawati et al. (2025), and Irawan & Sahetapy (2024), which confirmed that Corporate Image positively affects Customer Satisfaction [28][4][27]. At Brastagi Supermarket, survey results indicate that image-related indicators are rated from good to very good, reflecting customers' positive perceptions of the company's reputation and credibility.

A strong reputation serves as social capital that shapes customer expectations before making a purchase [8]. Corporate credibility is demonstrated through honesty in delivering information and pricing accuracy, allowing customers to feel confident in the fairness of each transaction [10]. Meanwhile, the uniqueness of identity, such as store layout and atmosphere, creates an emotionally memorable shopping experience, strengthening the bond between customers and the brand [3].

Consistency in service and genuine concern for customers further reinforce positive perceptions of Corporate Image [24]. Customers regard stable service and sincere attention as forms of appreciation for their needs [25]. The combination of reputation, credibility, identity, consistency, and concern forms a comprehensive perception that fosters higher levels of Customer Satisfaction toward Brastagi Supermarket Gatot Subroto Medan [28].

5.4 The Simultaneous Effect of the Three Variables on Customer Satisfaction (Y)

The research findings indicate that Service Quality, Trust, and Corporate Image simultaneously have a positive and significant effect on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan. Based on the results of the F-test, the calculated F-value (F_{count}) was 475.695, which is substantially higher than the F_{table} value of 2.699, with a significance level of $0.000 < 0.05$. This demonstrates that all three variables collectively contribute significantly to the enhancement of Customer Satisfaction [6]. The positive regression coefficients of each variable further indicate that increases in Service Quality, Trust, and Corporate Image are followed by a corresponding increase in Customer Satisfaction [21].

This finding aligns with the view of Lupiyoadi, who asserted that Customer Satisfaction is influenced by several key factors, including Service Quality, Corporate Image, and the level of Trust [5]. The result is also consistent with prior research confirming that these three variables jointly exert a significant influence on consumer satisfaction [6][7][2]. At Brastagi Supermarket Gatot Subroto Medan, the indicator scores for Service Quality, Trust, and Corporate Image fall within the “good” to “very good” categories, reflecting a positive synergy within the customer experience.

The integration of these three variables can be observed across multiple aspects of the customer journey. Service Quality encompasses staff reliability, store cleanliness, and product arrangement that meet customer expectations. Trust is manifested through transparent pricing and honest communication, while Corporate Image strengthens the overall positive perception of service delivery [26][27]. Among the three, Service Quality is the most dominant variable because it has an immediate and direct impact on the customer’s shopping experience [23]. Friendly interactions, prompt service, and a comfortable store environment affirm operational consistency and a high standard of service quality [4].

Furthermore, Service Quality acts as a bridge between Trust and Corporate Image in influencing Customer Satisfaction [11]. While Trust and Corporate Image shape initial expectations, true satisfaction occurs when the actual service aligns with those expectations [26][28]. At Brastagi Supermarket Gatot Subroto Medan, the consistency in service standards ensures that customers feel confident, valued, and satisfied with their overall shopping experience.

Conclusion

The results of this study demonstrate that Service Quality, Trust, and Corporate Image each have a positive and significant influence on Customer Satisfaction at Brastagi Supermarket Gatot Subroto Medan, both partially and simultaneously. Among these, Service Quality is the most dominant factor in enhancing Customer Satisfaction, as indicated by its highest coefficient value. This finding confirms that the better the Service Quality, Trust, and Corporate Image developed by the company, the higher the level of Customer Satisfaction experienced by customers at Brastagi Supermarket Gatot Subroto Medan.

It is recommended that Brastagi Supermarket Gatot Subroto Medan continue to improve Service Quality through regular employee training programs to enhance responsiveness, courtesy, and efficiency in customer interactions. Management should also ensure consistency between promotional messages and actual service performance, maintain adequate product availability, and ensure accurate price information. Strengthening Corporate Image may be achieved through community engagement initiatives and the implementation of environmentally friendly shopping practices. Additionally, optimizing store layout, maintaining cleanliness, creating a warm atmosphere, and improving queue management systems will further contribute to delivering a pleasant and memorable shopping experience for customers.

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